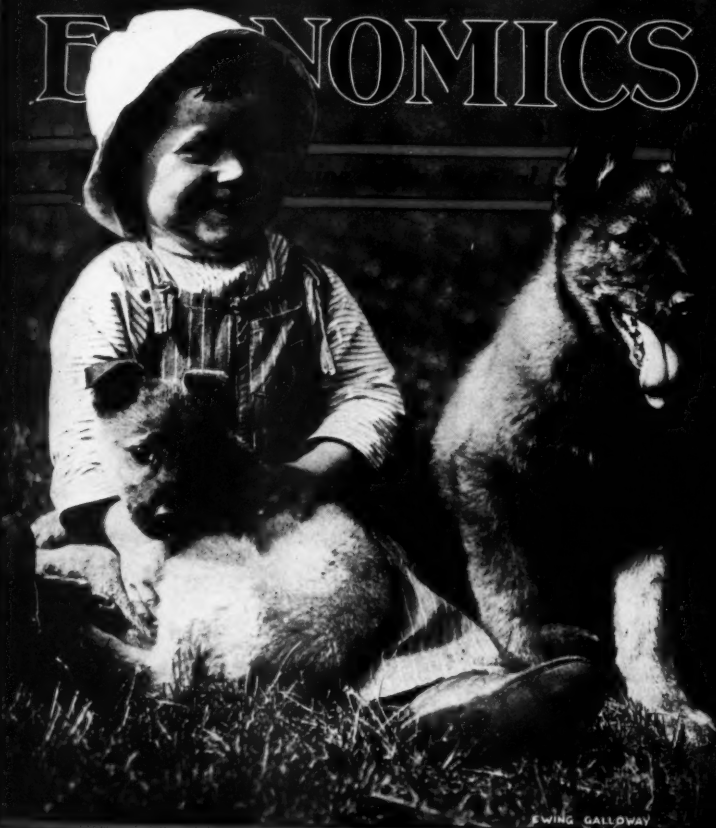


# MEDICAL ECONOMICS



EWING GALLOWAY

Vol. IV.

August, 1927

No. 11

This issue reached  
117,779 Practicing Physicians

# Compound Syrup of Hypophosphites

## "FELLOWS"

Not a new-born prodigy or an untried experiment, but a remedy whose usefulness has been fully demonstrated for more than half a century of clinical application.

### The Standard Tonic for 60 Years

R Syr. Hypophos. Comp. "FELLOWS"

---

*Reject* < Cheap and Inefficient Substitutes  
Preparations "Just as Good"

---

Fellows Medical Manufacturing Co., Inc.  
26 Christopher Street, New York, N. Y.

Vo

MEDICAL  
physician

# MEDICAL ECONOMICS

H. Sheridan Baketel, A.M., M.D., Editor

Harold S. Stevens, Managing Editor

Malcolm L. Hadden, Financial Editor

Lansing Chapman, Publisher

## The Two Serpents of the Caduceus

1st Serpent: "Who will deny the desirability of educational health advertising?"



2nd Serpent: "Its desirability, my brother, will be earnestly denied by every quack, cultist and nostrum faker in the land!"

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MEDICAL ECONOMICS: Published monthly at Rutherford, N. J., exclusively for physicians. Circulation more than 110,000. MEDICAL ECONOMICS, INC., Publishers, Rutherford, N. J.



## Vaccination complications yield to this treatment

**W**HERE the vesicles inflame and deep excavated ulcers result, Antiphlogistine is indicated. Applied hot, it at once increases leucocytosis, because it increases the superficial circulation by detouring the blood through the compensatory venous system.

Next by its hygroscopic property it sets up Osmosis, whereby the fluid exudate of the inflammation is drawn out through the porous membrane of the skin and absorbed by the poultice.

Simultaneously, by endosmotic action, the non-toxic antiseptics of eucalyptus, boric acid and gaultheria in Antiphlogistine are cleansing the affected area.

The bad arm does not man-

ifest until after "the take," so that the antiseptic action of Antiphlogistine does not annul the efficacy of the vaccine virus.

The use of Antiphlogistine is endorsed by Physicians everywhere as a most valuable aid in all cases of Vaccinal ulceration; Impetigo, Glandular abscess; Septic infection; Erythema; Urticaria, etc.

A reparative action both scientific and rational

The action of Antiphlogistine in removing the exudate of congestion is both scientific and rational.

Apply like a poultice. Heat a sufficient quantity, place in centre of a gauze square, cover the affected part completely with the Antiphlogistine, and bind snugly with bandage.

### THE DENVER CHEMICAL MFG. CO., New York

Laboratories: LONDON, BEZLIN, PARIS, SYDNEY, MONTREAL  
FLORENCE, BARCELONA, MEXICO CITY, BUENOS AIRES

*Antiphlogistine*  
TRADE MARK  
"Promotes Osmosis"





---

## “Lysol” Disinfectant

“Just as good” is never applied to “Lysol” for it is the standard to which other germicides are compared.

*Pure, Soluble, Uniform,  
Powerful -*



FOR LITERATURE WRITE

LEHN & FINK, Inc.

Bloomfield, N. J.

A Division of  
LEHN & FINK PRODUCTS  
COMPANY

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## CALCICARB TABLETS, H. W. & D.

*Each tablet contains 10 grains calcium carbonate, U. S. P.  
flavored with oil of cinnamon, 1/40 min.*

SEE paper, page 1557, May 14, 1927, "The Journal" A. M. A. by Drs. Loevenhart and Crandall, for complete data on the value of calcium carbonate administered in these tablets as an antacid in place of sodium bicarbonate, soda mint and similar chemicals.

Furnished in boxes of 3 tubes of 12 tablets each. The tubes are of convenient size for carrying a day's supply of the tablets in the pocket or hand-bag. The box, or 36 tablets, should be written for on prescriptions. One or two tablets may be taken at a time. They may either be held in the mouth until they disintegrate or swallowed with a small amount of water.

WRITE US FOR SAMPLE TUBE of TWELVE TABLETS  
and HAVE YOUR DRUGGIST STOCK

### CALCICARB TABLETS

*H. W. & D. brand of calcium carbonate, U. S. P.*

IN A PALATABLE FORM AND A CONVENIENT PACKAGE

#### Physicians Prices

Box 3 tubes 12 each	.40
Bottle 100 tablets	.75
" 500 "	2.50
" 1000 "	4.50

HYNSON, WESTCOTT & DUNNING  
BALTIMORE, MARYLAND

# MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

Rutherford, New Jersey

Vol. IV, No. 11

August, 1927

## Mass Education Through Paid Space

### III - The Ideal

By Harold S. Stevens

"Good Teethkeeping."

"Water—\$10 a Glass."

"Treasure dug from a lake."

"Your dumb engine wants to speak to you!"

"An insect with a \$200,000,000 appetite."

"How fast do you sleep?"

"It's only a step from the altar to the kitchen."

"Husbands and children first."

"Those who could best afford to be careless seldom are."

"A city that is set on an hill cannot be hid."

HERE are a few striking advertisement headlines, taken from widely read publications of the type of Good Housekeeping, the Saturday Evening Post and the Ladies Home Journal.

Such headlines stand out like verdant islands in a monotonous sea of advertising. They invite, because they are interesting.

(Turn the Page)



*Tell "the  
man in the  
street"*

But being interesting, they still lose nothing in the way of dignity. Every one of the products which these headlines help to advertise is a legitimate, useful article or service. None of them can afford to stoop from the high plane of dignity which they have attained.

To the medical group which sees the wisdom of "mass education through paid space" (and where is the group that doesn't?) these examples offer a fair inkling as to the style of advertisement that can be dignified without dullness, and sparkling without unnecessary ginger.

The examples, of course, are only headlines. And, it may be argued, the headline is only a small part of the advertising message, a thing to be considered last. But is it only a small part? To some minds, the headline of an advertisement is the whole advertisement, condensed. It may sound the keynote of an entire campaign.

*Tell "the  
man in the  
street"*



Tell "the  
man in the  
street"



There is some logic, then, in considering headlines first, for if the essence of a campaign, or an advertisement, can be condensed into one striking headline, it helps to crystallize the rest of the message.

The ideal advertisement in a medical educational campaign will probably not have, for its headline, the old essay style of caption, such as, "Diphtheria", "Keeping well", "Your doctor". These may be dignified enough, but what chance have they among the intensely readable, brightly dramatic, and convincing messages that greet us from the pages of every current periodical?

With this much accepted, the rest of the ideal medical advertisement follows naturally. It, like the headline, will be dignified and interesting. And it will be optimistic. Instructive and conservative, of course, but always optimistic!

*(Turn the Page)*



Tell "the  
man in the  
street"

There will be nothing of the morbid side of medicine, nothing scary, nothing unpleasant. The message will be sunlit. There will be nothing of bitterness against quackery and cultism, for the public dearly loves to watch a quarrel. The ideal medical advertisement will do its part to overcome these evils by telling the true story of medicine, and giving the public a chance to use its own judgment.

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Throughout this series on medical advertising, one point has been presumed, a point so obvious that it seems almost unnecessary to mention.

That is, that under no circumstances can advertising by an individual physician, or any sort of self-publicity, be considered ethical.

---

The splendid program of the Metropolitan Life Insurance Company stands out as an example of optimistic health advertising. The campaign, which has been appearing in many large and influential publications for several years, has been notably unselfish. Not only has the advertising of this company helped to cut down the death rate of its own policy-holders; it has helped the public in general to live longer, happier lives. And throughout the campaign, there has been nothing morbid, nothing disagreeable, nothing but optimism. There has been plenty to say about the advantages of longer life, and how to enjoy them, but never a word about the disadvantages of death.

And now, given an advertisement, who will see that it is published? One possibility, considered by many to be quite feasible and proper, is to create an organization composed of all the ethical manufacturers who cater to the medical profession, and to

let this organization join hands in backing an educational advertising campaign, in support of the medical profession.

As a matter of fact, a similar scheme has been tried in one or two instances by individual manufacturers, and was met with unanimously favorable comment.

---

On this point, MEDICAL ECONOMICS holds only one position, which position is exactly in accord with the Code of Ethics.

Association advertising, however, is radically different in purpose and in effect from personal publicity, and will be promoted by MEDICAL ECONOMICS on that basis.

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Morris Fishbein, writing in the advertising journal **Printers' Ink**, in August, 1926, said:

"Particularly exemplifying the position which modern advertising occupies in promoting sound medical science is a series such as that of the W. A. Baum Company, Inc., of New York for its blood pressure apparatus or of the Simmons Company for beds. The Baumanometer obviously is a device which cannot be used by anyone except a trained physician or technician. Indeed, even when the device is properly used, the information that it yields is of little or no value without an intense study of the condition of the patient. Yet, there are physicians not equipped with proper apparatus for determining the blood pressure and those who, though equipped, do not use the device as often as they might. The advertising issued by the Baum Company was planned definitely to tell the public

*(Turn the Page)*

the virtues of this apparatus and to cause the patient to call it to the attention of his physician.

"In this instance, the ancient method of foisting a proprietary preparation of little value on the public has been revised for the public good. In the old days, manufacturers of secret nostrums would first bring them to the attention of the physician, with a view to securing the prescription of a number of careless or ignorant men. When the patient received

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Two articles have preceded this one. Reprints of both will be sent upon request. The next issue of MEDICAL ECONOMICS will present the fourth of the series—an article on THE METHOD.

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the product, it was accompanied with numerous circulars and letters of testimony which would cause the patient to embark at once upon a career of enthusiastic self-medication. In the revised process, the enlightened patient, informed through advertising of advances in medical technic which may not have come to the attention of his physician, or which may have been overlooked, asks his physician as to the desirability of their use in the case which involves him."

**H**OWEVER, such a state of affairs, with a group of manufacturers advertising to the public on behalf of health and the medical profession, does not appear to be immediately practical. Furthermore, there is no reason why the medical profession should not unite to advertise health on its own behalf.

It will do so, of course. First by its smaller groups, and later by its single, large one. "Mass education through paid space"—with the space paid for frankly by the medical profession—is an ideal that is certainly worthy of the profession's best traditions.

How long will it be before this ideal itself becomes a tradition?



# I Took a Train to the City

By an Ex-Country Practitioner

THE upshot of my four years of country practice—four hectic years of driving hither and thither about the neighboring hills and valleys, of embarrassing collection problems, of petty criticism and gossip, and all the other griefs too worrisome to recall—the upshot of all this was that I took a train to the city.

That is the first substantial fact to start with. I took a train to the city, not knowing exactly what I was going to do, or where.

On the way, I decided that I would immediately appropriate the moderate sum received by selling off the country house, to the task of getting, first a secure personal footing, and from that, a secure professional footing, in the city where I might locate.

I figured this way: I was the possessor of a fairly decent personality. I was not born to be popular, and I was a long way from being voted the most handsome man in my graduating class. Yet I got along reasonably well with other fellows at school, and

inspiration in country practice. My neighbors who were my patients were generally narrow-minded, critical, and often sadly lacking in the respect I had been taught to expect as a physician. Being a revered and beloved family physician seemed to be the product of a great many years of

## Medigram NO. 21

Many a country community has criticized its only physician into a mahogany-furnished office in the city.

withstanding gossip and local backbiting. I, for one, didn't feel I was equal to a job like that.

I felt I would find more inspiration in the city, in an atmosphere a little more cultured, a little more willing to give the young man an "even break".

And I figured that it mattered little what city I located in. It didn't require any elaborate investigation into the number of physicians per thousand population. If I invested the little fund I had left after selling the country house, and invested it prudently, in getting established in a good neighborhood, and socially in a good circle, I felt I could line up to advantage among the other doctors in the community.

There are always plenty of patients ready to try a new doctor. Patients are not bound to their physicians for life, at least, most of them are not. By a show of conservative prosperity, I felt I could win my quota of patients.

(Turn the Page)

## Medigram NO. 20

Success often hinges upon a correct diagnosis of one's own personality.

had seldom found much trouble gaining the intimacy of acquaintances. I had no obvious defects in speech or features. I sort of reckoned myself an average type, one who, by cultivation, might become a shade better than average.

Anyhow, I knew one thing. That was that I found very little

I remembered reading somewhere, in some handbook of advice: "The doctor who has a leaning toward hospital work but at the same time wants general practice must choose a general hospital; perhaps the city hospital of a large city or the only hospital in a small city, although in the latter case he must usually combine with the hospital work his private practice."

**I** DECIDED I wouldn't mix with the politics of general hospitals. I would have the kind of patients who could go to a private hospital, where I would be above politics, where I could, to put it frankly, high-hat my way into success.

And to get that kind of patients, I would, I knew, have to spend some money. Well, I spent it.

I took my young family to the most well-to-do suburb of the city I selected, and rented a home that was, really, above my means. We purchased some real clothes. We soon found our way into the local country club, and in our social contacts, we discussed everything but medicine.

I rented a small, but luxurious, office downtown. I became known as a good sort of fellow, and patients drifted in, well-to-do patients. I concentrated on them, cultivated their confidence, spent plenty of time listening to their troubles, drawing them out. I kept my self-respect as regards ethics and the law was concerned, but that did not deter me from making my patients feel perfectly at ease with me.

Sooner than I expected, I began to meet expenses with the

money my higher fees brought in. I charged a fairly high scale of fees, very high considering the average of that city.

But they respected me, and they were willing to pay it, were my patients, for I took special pains to give them something most doctors don't bother with, and that was elaborate attention to every little symptom and every petty woe.

The second year there, I took a study trip to Europe, and let the fact be known. That helped.

One day I gave a little talk on a general subject at the church I attended. After the talk, a young lady came up to me. I recognized her as the school principal of the community I had left three years back, one of the gossips who had been harshest in her opinions on young doctors.

She had been visiting in the city and chanced to be in the church. She gushed a few moments, and then, as if to do me an honor, she asked if I would see her as a patient on the following day.

I smiled and led her aside. Frankly I told her that I wanted no misunderstanding, that to see her as a patient would involve a certain fee, impossible to lower, even if I wanted to. At my mention of the fee, her face assumed a peculiar blank expression, and she distinctly gulped.

**B**UT, I told her, I knew of another practitioner who could perhaps give her the advice she needed, and who could do so for a fee very much less. I was sorry, and that was all.

She went to the other practitioner.

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

# PINEOLEUM

Free on request: 1/2 doz. new Pipet packages or \$1 Improved Oil Nebulizer  
The Pineoleum Company, Dept. ME, 52 West 15th St., New York City

## The KROMAYER LAMP



*Treating Hay Fever with a KROMAYER LAMP. The special applicator permits proper radiation of affected locality.*

**Suggested Technique:**—Using suitable applicator ray the nasal cavity and throat, taking care that no severe reaction takes place.

ULTRAVIOLET treatment of Hay Fever is so resultful that many prominent physicians employ the quartz lamp to the exclusion of other therapeutic modalities. Gratifying to both patient and doctor is the almost immediate relief from the usual manifestations of Hay Fever and Rhinitis.

The KROMAYER LAMP assures the proper intensity of ultraviolet light as it does ease of administration.

### HANOVIA CHEMICAL & MFG. CO.

*Chestnut St. & N. J. R. R. Ave., Newark, N. J.*

HANOVIA CHEMICAL & MFG. CO., Chestnut St. & N. J. R. R. Ave., Newark, N. J.

Gentlemen:—Kindly send me the available literature on the application of quartz light therapy to Hay Fever.

70

Dr. \_\_\_\_\_

STREET \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

# Well, How About the Prescribing Pharmacist?

By a Georgia Physician

I AM not a general practitioner, but a surgeon, and consequently prescription writing occupies a minor place in my practice. Nevertheless, I was much interested in the article in July MEDICAL ECONOMICS entitled "Thanks for the Buggy Ride, Mr. Frolich". I think the article replied very effectively to the accusation that few physicians make good pharmacists, which may or may not be true.

At any rate, my purpose in writing this is to suggest the other side of the issue, namely, that few pharmacists are good prescribers.

This pernicious habit among pharmacists should be checked. It is a common thing in any retail drug store, certainly in this section, to hear a person enter and ask the druggist for a good cold medicine, or a good cough medicine, or even to hear elderly women ask for a powder to douche with, to stop a vaginal discharge or bleeding.

In the majority of instances the druggist will give the customer something and send him away. They are afraid not to because that person will go to the next drug store and get it anyway, which results in a lost sale for the first store.

That cough might have been due to early pulmonary condi-

tion; the vaginal discharge or blood might have been from a condition, which, taken early, could have been helped by proper treatment.

---

Which is worse—dispensing by physicians or prescribing by pharmacists?

The first may, on occasion, be inefficient, or uneconomical.

The second may be dangerous.

MEDICAL ECONOMICS would like to hear from any of its readers knowing of instances of over-zealous prescribing by druggists.

---

It is not the business of the pharmacist to prescribe. Why do so many of them do so? By doing so they endanger the life and health of their customers instead of helping them. If we had a law which made this an offense it might at least tend to discourage it. There may be such a law in some states but I do not believe it is general. It

should be the druggist's place to fill the prescriptions and dispense such drugs as may be called for by name by a customer. But it is not right for a customer to be able to make his own diagnosis, or mention his symptoms to a druggist, ask for something usually good for such things and get it. To me this seems criminal.

IF, instead of making such harsh criticisms of the medical profession, these writers in the druggists' journal would turn their attention to showing the economic folly of this practice, it would serve a purpose of vastly greater benefit to the public.

I move that the extent of this practice be investigated and a remedy suggested.



## The "STORK" SCALE

*Offers Invaluable Co-operation*

One of the most helpful "prescriptions" a physician can give parents is instructions to purchase a "Stork" Baby Scale.

Its presence in a home is a great aid to the doctor. With it, the mother can easily follow his advice in regulating feeding. If he desires, she will be able to telephone him daily the baby's exact weight *to the quarter ounce*, thus keeping him accurately informed of the baby's progress. Being a beam scale, it is always accurate. It gives the precise weight by  $\frac{1}{4}$  ounces up to 36 pounds. A tare poise on the beam allows for the weight of the blanket. The capacious pan, securely fastened to the scale, prevents the baby from falling out; the rigid safety base keeps the scale from tipping over.

Send for price list and description of the "Stork" Baby Scale and also of our Physicians' Scale, Clinic Scale, Portable Scale—all built to meet the needs of doctors, nurses, hospitals and to conform in every way to the rigid requirements of the medical profession.

**THE CONTINENTAL SCALE WORKS**

Desk 76-H    5703 South Claremont Avenue    Chicago, Ill.

## GEORGE MATTHEW ADAMS ON DOCTORS

**I**HAVE a great respect for Doctors. There is not a more unselfish, hard-working group of men to be found in all the many professions.

There is one thing that irritates me, however, about these Doctors. Why do they discuss symptoms before their patients? Why do they try to get rid of a patient as soon as they can?

I know of a case where the patient was greatly worried for fear she had a serious disorder. She became almost hysterical. She consulted one physician and he went over all the many symptoms that went with the disorder and then rather hesitatingly said that he hardly thought she had it! She became worse. She consulted another physician and he told her that there was absolutely nothing to worry about, that what she had was something that would quickly go away. She improved immediately and was well in a week.

I know of one very able physician who never gives medicine excepting under unusual conditions and then he tries to stick to the simplest remedy. His method is to make the patient at ease at once. He has all the time in the world to talk to him or her. He learns all that he can about the case and makes the patient do the talking. Then he cheers the patient and keeps to himself what the matter is. But he watches and does not neglect a single thing.

Half the battle of ill-health is won for the patient the moment the Doctor arrives and fills the sick room with a happy, vibrant personality.

As has been said, the Doctors are among the hardest working people in the world. They earn their wage. But for some reason or other, patients all too often think that a Doctor can wait forever, or until the millennium, for his pay. In my judgment, he should be paid before all other creditors, for he helps to make you well and able to do your work in the world.

It is well to remember that the Doctor's time is never his own. It belongs to those who are in need and distress.

Reprinted by courtesy of the Perth Amboy (N.J.) News  
and copyrighted by George Matthew Adams.

**In Asthma and Hay Fever — Prescribe**

Send  
For  
Free  
Samples

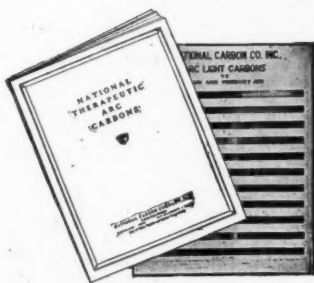
**IODOTONE**

Each Dram  
Represents  
One Grain  
of Iodine

**EIMER & AMEND, 207 Third Ave., New York**

# Announcing

## National Therapeutic Carbons for carbon arc light therapy



NINE different types of National Therapeutic Carbons have been produced. These meet every requirement of light therapy, and may be used in any therapeutic arc lamp, by selecting the size required. Upon the type of carbon depends the light produced, which may duplicate noon June sunlight, or afford unusual intensities in specific portions of the spectrum, including ultra-violet and infra-red.

Many physicians have met with marked and sometimes seeming miraculous success in using the light from these carbons as a remedial agent. Carbon arc

light therapy in preventive medicine likewise is becoming more and more firmly established daily.

Full descriptions of the physical characteristics of these carbons, including spectrograms, are given in the new booklet, "National Therapeutic Arc Carbons," just issued. This enables the physician to select the proper types of carbon to give the quality of light he desires for the treatment of his cases. The booklet is sent free on request to physicians and hospitals. National Therapeutic Carbons are sold by lamp manufacturers and physicians' supply houses.

NATIONAL CARBON COMPANY, INC.

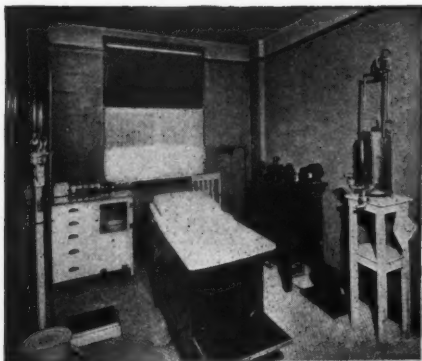
Cleveland, Ohio



San Francisco, Cal.

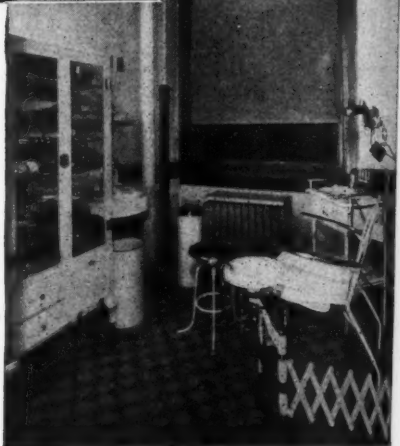
Unit of Union Carbide and Carbon Corporation





Top—Office of a St. Louis internist. Contains table, cabinet, scale, waste pail, lamp, metabolizer, and cardiograph. Approximate cost, \$1282.00.

Right—Office of a St. Louis EENT specialist; one of two treatment rooms. Contains cabinet, table, stool, waste pail, carbon arc lamp, combination bracket and lamp, chair, cuspidor, air line and automatic pump. Cost, about \$685.



## Practice-Building Offices

**I**F the inspiration and added efficiency which comes from a well-equipped office could be actually computed in cold statistics, a good portion of the physicians in the country would immediately sit down and grab feverishly for the latest editions of the equipment catalog. It is not the growth of practice alone, or the increased income, that one should consider primarily. It is the improved service to patients, the ability to give one's best. That is the consideration first in the mind of the conscientious, modern medical man.

He knows that his education represents a large, a *huge*, investment, compared to the cost of training in most other fields of endeavor. He knows that his training must now produce for the world a service, for which the

world will return him a living. The adjustment of this service to the return, in respect to their actual cash values, is not always fair, but that is no reason for not producing the best service.

So the medical man, realizing that his expensive training must be supported by modern equipment, looks about him for the necessary adjuncts. He may be tempted to take advantage of "bargains", or to skimp here and there, to save a little on this or that, to pick up some out-of-date

(Turn the Page)



## A Well Equipped Office is a Sound Investment



This equipment represents an investment of approximately \$1100. It is in the office of a prominent Newark, New Jersey physician.



The following manufacturers are co-operating with MEDICAL ECONOMICS by stressing the importance of keeping abreast of new developments in equipment.

### Furniture

#### Allison Office Furniture

W. D. Allison Co.,  
Indianapolis, Ind.

#### American Metal Furniture

American Metal Furniture Co.,  
Indianapolis, Ind.

### Specialists' Office Outfits

#### Sorensen Diagnostic

#### Treatment Cabinets

C. M. Sorensen Co.,  
Long Island City, N. Y.

### X-Ray Equipment

#### Engeln

Engeln Electric Co.,  
Cleveland, Ohio

#### Kelley-Koett

The Kelley-Koett Mfg. Co.,  
Covington, Ky.

#### Victor

Victor X-Ray Corp.,  
Chicago, Ill.

#### Wappler

Wappler Electric Co.,  
Long Island City, N. Y.

### Physiotherapy Equipment

#### Engeln

Engeln Electric Co.,  
Cleveland, Ohio

#### Hanovia Alpine Sun Lamps

Hanovia Chemical & Mfg. Co.,  
Newark, N. J.

#### McIntosh Diathermy

McIntosh Electrical Corporation,  
Chicago, Ill.

#### Victor

Victor X-Ray Corp., Chicago, Ill.

#### Wappler

Wappler Electric Co.,  
Long Island City, N. Y.

### Sterilizers

#### Castle Sterilizers

Wilmot Castle Co., Rochester, N. Y.

### Office Scales

#### Continental Scales

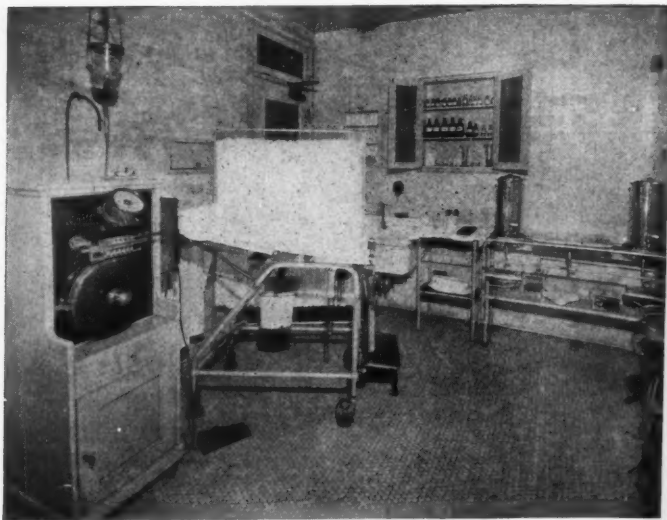
Continental Scale Works, Chicago, Ill.

#### Detecto Scales

Jacobs Bros. Co., Brooklyn, N. Y.

#### Detecto-Lette Baby Scales

Jacobs Bros. Co., Brooklyn, N. Y.



Office of a St. Louis G-U specialist. Contains telatherm, table, screen, instrument table, sterilizer, waste pail, stool, irrigator, and basins. Cost, about \$778.

equipment at a "considerable saving".

If he is unwise, he will soon be loaded down with an outfit which conforms to his expensive training in about the same way that a row of beans conforms to a rose garden landscape.

But if he listens to his *inner* sense of economy he will select his equipment with the same care and discrimination that he used in selecting his university, and the site of his practice.

He will realize that it is false economy to invest liberally in education, and skimp in the equipment through which he is to *apply* his education. He will

see the folly of hiding his light under a bushel of inferior and inconsistent office equipment.

The axiom that "a well-equipped office is a sound investment" does not rely, for its truth, upon the impression that the office makes upon the patient. That is a minor point.

Rather, the greatest value of a well-equipped office lies in its effect on the doctor. Its effect is shown in two ways. First, there is the psychological influence upon the user, an increase in confidence, a pride of the craftsman in his tools. Second, there is the greater efficiency (Turn to Page 50)

## HAY FEVER TIME..

Prescribe

**NICHOLS**  
NASAL SYPHON

Authorities claim that when the foreign plant proteins which when inhaled cause hay fever, are eliminated by irrigation of the nasal channel, relief is quickly obtained. Write for 16-page booklet which explains this and other subjects in detail.

**NICHOLS NASAL SYPHON, Inc.**  
155 E. 34th St., New York.

# The Question: What important knowledge can we derive from the study of the composition of human milk?

## The Answer

"FROM our knowledge of the composition of mother's milk we learn what nutritional elements are required, and approximately in what relative proportions these elements must exist, in order to supply the child with the food which nature intended him to have. The examination of the milk of thousands of nursing women shows that it contains from 2.5 to 4 percent fat, 6 to 7 percent sugar and 1 to 1.5 percent protein; and this furnishes the balanced ration with normal caloric requirements. These figures may be put down as the normal limits of human milk, and they are so,

simply because the infant will thrive and grow best when the nutritional elements in approximately the above proportions are supplied to him."—Dr. Charles Gilmore Kerley in "THE PRACTICE OF PEDIATRICS," Page 91.

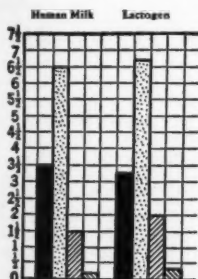
"Any substance should furnish the same ingredients—fat, carbohydrates, protein, salts and water...; furthermore they should be in about the same proportion as they exist in a good sample of woman's milk."—Dr. Holt in "DISEASES OF INFANCY AND CHILDHOOD."

### Lactogen Resembles Normal Human Milk

Lactogen, based on the highest scientific knowledge of the digestive capacity and nutritive needs of infants, is by analysis both qualitatively and quantitatively a close approximation to normal human milk.

### COMPARE LACTOGEN WITH HUMAN MILK

(1 part Lactogen (by weight) to 7 parts water)



Human Milk	Lactogen
Fat	3.5 3.12
Carbohydrate	6.5 6.66
Protein	1.5 2.02
Ash	.2 .44
Moisture	88.3 87.76

Human milk yields 20 calories per ounce. —Dr. Holt. Page 178.

Lactogen, when diluted, yields 19.4 calories per ounce. —Drs. Mclean and Fales, Page 162.

Modified Milk  
for Babies



Used only  
upon  
prescription

NESTLÉ'S FOOD CO., INC., 2 Lafayette St., New York

Please send me, without charge, complete information on Lactogen, together with samples.

Name..... Street.....  
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Doctors residing in Canada please address  
NESTLÉ'S FOOD COMPANY of Canada, Ltd.,  
84 St. Antoine St., Montreal.

# Playing Up the Installment Plan in Collections

—and making it pay

**T**HE "pay-as-you-use-it" idea has become firmly established in this country as sound business and an economic necessity. People no longer consider it more or less of a disgrace to buy a thing for a dollar down and a dollar a week, for the simple reason that nearly everybody is doing it.

It wasn't so long ago that folks could be heard to remark about their neighbors across the street: "See that new dress she's wearing? That isn't even PAID for yet! —and the airs she put on! Why, they don't even own their PIANO, because the collector from the piano store was at their front door this morning. And their automobile, why—!"

All of which simply was the expression of a voice out of the past, a voice of our forbears warning us not to spend before we had earned, the conservative old doctrine of our frugal ancestors.

Just how attentive we have been to that voice may be judged by picking out a comfortable spot beside a well-paved boulevard anywhere in the country, and counting the number of automobiles that pass in one hour of a Sunday afternoon. Or by looking up the number of radios sold in the last three years, or inquiring the number of finance corporations and note acceptance companies now doing business in the United States.

So the idea of buying a thing and paying for it as time and paydays go on is pretty firmly established. Call it deferred pay-

ments, conditional ownership, "balance as you ride", or just plain installment plan, it is here and here to stay.

Big companies have their capital tied up in the scheme, and millions of pay envelopes are engaged for months

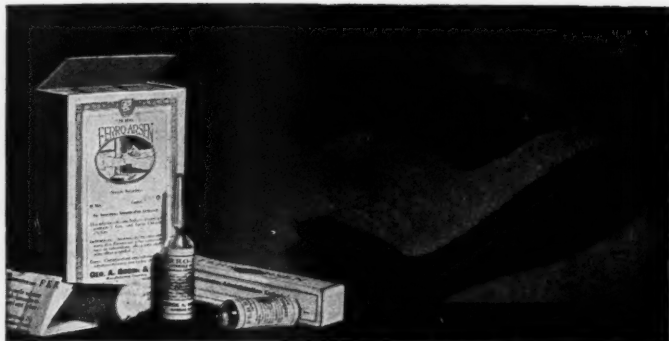
and years ahead of the time they actually pass under the wicket. The rich man and the middle-class man do it as well as the poor man.

Under these conditions it is fairly obvious that Mr. Jones, who is busy paying off his house, his car, his lawn mower, his electric refrigerator, his washing machine and vacuum cleaner, and a number of other claims upon his little brown envelope, is not in a position where he can dash off his signature on a check for "services rendered".

**I**N other words, he can't pay his doctor's bill for the extremely fundamental reason that he has too many other bills to meet, and the doctor, unlike the motor company, the radio store, and the building and loan association, can not threaten to take back his merchandise.

The physician has no merchandise, outside of a possible bottle of medicine, that he can take back. He is therefore, as the

(Turn the Page)



Iron and arsenic?---Yes.

Just iron and arsenic?---No!

Iron and arsenic remain the paramount aids in counteracting various anemias.

But physicians well know the hopes built upon them as augmenters of red blood corpuscles and hemoglobin are not always realized.

Yet others cultivate red corpuscles and hemoglobin **intensively**. Ah! they do it with Ferro-Arsen which is **more** than iron and arsenic.

Ferro-Arsen is a combination **of** these same drugs but of rare purity in a perfectly balanced and **safeguarded** solution. It is given directly into the blood stream.

Doubt is not associated with Ferro-Arsen in the minds of physicians using it. And the patient doesn't w-a-i-t for results.

Any of these offices will supply you quickly or furnish full information.

---

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**ATLANTA**  
405 Rhodes Bldg.

saying goes, "out of luck".

He makes desperate efforts to receive payment, and then either crosses the amount off his books and holds a conference with his wife as to what they shall or shall not eat for supper, or else so riles and angers the debtor that the debtor looks up a new physician.

**T**HE physician obviously, should have a legal claim upon the monthly salary check, as well as anybody else.

He can suggest to the patient that, if he cannot pay the bill in one amount, it will be perfectly agreeable for him to send a portion each month until the debt is cancelled.

Many physicians are already suggesting this deferred payment plan to their owing patients, and meeting with very marked success generally. Very often it so happens, that the patient pays up in full immediately, not caring to bother with making out notes, and not being able to make further excuses for non-payment.

This last phase is very important. It puts the patient in a position where he must either take action on his doctor's bill or put himself definitely in the class of the dead-beat. He can no longer remain in gracious silence, or if he does, he puts himself on the books as someone to get after.

The idea of partially paid doctor's bills has taken hold so well that a definite collection system, based on note acceptance, has been worked out by a publishing company in the south.

This system makes very practical use of the psychological fact that a patient associates engraved

certificates with banks and financial authority. It also makes use of the point mentioned above, that with a definite proposition laid before the patient, the physician is very quickly apprised of his debtor's intentions.

The system, appropriately named the "Kash-all System" comprises the following: a supply of "Kash-all" checks, which are engraved certificates bearing a resemblance to a bond or currency, imprinted with the physician's name; a set of notice cards; a series of form letters adapted to this system of collection; and an agreement to give an actual collection service on at least five accounts, provided the checks do not accomplish the desired result.

The physician pays a stipulated sum for the use of the checks imprinted with his name, and receives the letters and service without extra expenditure, unless it becomes necessary to employ an attorney. In this event, standard rates are paid by the physician.

**H**OWEVER, this action seldom became necessary, since the checks and accompanying letters accomplish very satisfactory results, according to the publishers.

MEDICAL ECONOMICS has carefully investigated the "Kash-all System" and stands ready to indorse it as an exceedingly practical, ingenious, and ethical scheme.

The most remarkable feature, perhaps, is that this method of offering notes immediately puts the obligation upon the patient. The system makes full use of this  
(Turn to Page 28)

## ALKA-ZANE

Samples and Literature on Request.

WILLIAM R. WARNER & CO., Inc., 113 W. 18th St., New York

An efficient and palatable method of alkaline medication, indicated in all conditions of hyperacidity.



Nature must be assisted, when the human bile tank and the pancreatic carbureter run dry. Refill them with bile, enzymes, and hormones - that is PANCROBILIN.

This physiological combination provides a slow but constant stimulus to peristalsis. It stirs up the lazy hepatic system, completes the digestive cycle, and results in proper elimination.

Pancrobilin each day keeps constipation away.

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41, Great Tower St.,  
London, E. C. 3.



## Waves . . . .

A HUSKY ocean wave rises, we'll say, about thirty feet above the trough of the sea, and travels at a speed that can't be very far from twenty miles an hour. Hitting at the proper angle, such a wave can do rather impolite things to the biggest liner afloat.

But a stick of wood or a barrel floating on this wave gets nowhere at all. The wave rolls on and leaves the stick behind. Only the wind and an occasional white curl of water contribute to the stick's progress.

The liner, likewise, outside of a few uncomfortable parabolas, keeps to her course and usually gets where she is bound.

Now take as a contrast the Mississippi flood.

With hardly a ripple, with a vertical rise that tense watchers recorded in fractions of an inch, with a certain grim tranquility, the Mississippi River slithered over its levees and almost washed a state out of the Union.

Which is a fairly useful analogy of the way things work in our own lives, in our scheme of civilization.

A wave of enthusiasm usually goes away in direct proportion to the speed with which it comes. Sometimes it washes us ahead a little way; usually we come down in the same spot where we were before.

We had Tut-Ankh-Amen, and Mah Jong, and Cross



Word Puzzles. They had their educational values, especially the last, but it takes a pretty sharp pencil to compute just how much they contributed to the world's progress. A whole sea of such waves would hardly wash us up on any Utopian shore.

The wave that Lindbergh left in his wake was an exception, of course. That was a tidal wave. It lifted civilization quite a bit nearer Heaven (in more ways than one) and left it there. Here in America just such a wave was needed to make us more wing-conscious.

But on the whole, it is the flood tides in the affairs of men that either sweep us toward destruction or take us the other way. Both directions are equally progressive, according to the theory of cycles. Bolshevism destroying religion, and Christianity, creating religion, are both one to the cycle theorist.

(That little brain wave almost tossed us on a reef!)

**S**ERIOUSLY, though, it takes a full-fledged continental flood like the Mississippi, to move thought in medicine. Waves won't do it; they are just confusing. It will take more than a wave, or a whole row of waves, to move the medical profession off its time-honored course of silence, and set it in the steady current of Public Education Through Paid Advertising Space.

Let's not be hasty about this advertising question. Let's not go foaming and dashing ahead in a wave of enthusiasm, and leave our objects bobbing behind.

We still have a few levees of tradition to break down, in order to inundate with our health propaganda, and we'll need a good steady rise of spirit to do it.

Little waves won't get us anywhere.

*H Sheridan Baker.*

## Playing Up the Installment Plan in Collections

(Continued from Page 24)

feature, making it plain that the physician wants to help the patient, and is doing him a very real favor in thus offering to dispose of the indebtedness.

**I**N the words of the publishers of the system: "The average person after a siege of illness, is in a low state of mind. His financial aspect is often the controlling influence.

"He wants to pay, but doesn't know how to start, so he doesn't.

"In a few months he has become accustomed to owing the money and self-pity influences him against payment. Then come the usual letters, or possibly collection agencies known as go-getters. Every physician knows that these are often dangerous dynamite.

"The purpose of our effort is to avoid this exact situation, by offering to help the debtor as soon as his account indicates that he is in need of help.

"His account may be \$100.00. Suddenly he receives a letter from the doctor, or institution, with four Kashalls enclosed for \$25 each. He is invited to sign all four of them to secure a further extension of the credit that

he has already taken. Number One will be dated to fall due in thirty days. Number Two, in sixty days, and so on.

*"In other words he is being offered cooperation instead of a kick!*

"If he doesn't reply on the first letter, then the creditor knows that John Doe is entirely unworthy of further consideration—and he may as well know it before the other creditors.

"Suppose John Doe signs a Kashall for \$25, due on June 11th. It may be one of a series of Kashalls involving the settlement of a larger sum.

"John Doe would retain the receipt (left attached) for his own files.

"Five days before the due-date John Doe will be notified that the Kashall will be deposited.

"On June 11th the Kashall becomes a demand for payment like any other regularly drawn check—and it is included with the deposit.

"Kashall, however, is not a post-dated check, for it indicates the date of transaction, while a post-dated check is an act of collusion.

(Turn the Page)

# PLATRADON

Radon in Platinum

## INTRATUMORAL RADIATION WITHOUT NECROSIS

If you are treating intractable cases, there is no reason why you should delay the use of radium therapy.

You may use Platradon scientifically and accurately—and with safety—yet at moderate cost. We fulfill all the requirements by preparing the radiation especially for you, to meet the needs of your case.

Send us the histories of your intractable cases for complete analysis by our medical personnel—no obligation.

Interesting and instructive literature sent on request.

THE **RADIUM EMANATION** CORP.

Graybar Building, at Grand Central Terminal,  
New York City.

NEW STANDARDS  
in the  
TREATMENT of BOILS

1. No Pain
2. No Lancing
3. No Disfigurement
4. No Further Infection
5. Stannoxyl



STANNOXYL is a mixture of chemically pure metallic tin and tin oxide. STANNOXYL checks the staphylococcus. STANNOXYL is now the standard remedy for boils, styes, carbuncles and other staphylococcic infections.

*The old order changeth, yielding place to new.—Tennyson.*

## *The Doctor's Waterloo*

Many a doctor has met his Waterloo by lancing a boil. And, as in the case of Napoleon, we must admit that his defeat was due to a grave strategic error. For Napoleon should never have fought the battle of Waterloo, and the doctor should never have lanced the boil.

The patient does not realize that lancing a boil is poor treatment. But he is fully conscious of the pain attending this procedure and the resulting disfigurement, to say nothing of the slow healing that follows this interference with Nature's program.

The lance is no longer necessary. It has been superseded by a chemical anti-staphylococcic agent, namely STANNOXYL.

## *Why STANNOXYL?*

STANNOXYL is a mixture of chemically pure metallic tin and tin oxide. Long before any scientific work was done on the subject, the inhabitants of Beauce, a district lying to the southwest of Paris, were well aware of the fact that tinworkers never suffer from boils. And they employed powdered tin empirically, obtaining far better results than the physician who adhered to the time-honored lance.

A French scientist, Dr. Raymond Gregoire, in conjunction with Albert Frouin, of the Pasteur Institute, fully investigated the facts with regard to the treatment of boils by means of tin. In the experimental laboratory, they proved that metallic tin and tin oxide are definitely antagonistic to the staphylococcus, the bacterial cause of boils; in the clinic, they proved that tin surpasses any other remedy for the safe and quick relief of boils, styes and carbuncles.

The result of this important investigation was the elaboration of STANNOXYL as a scientific tin preparation suitable for medicinal purposes in the relief of staphylococcic infections. Essentially, STANNOXYL is a combination of the purest forms of metallic tin and tin oxide, absolutely free from lead and other dangerous impurities.

Some Typical Results from the STANNOXYL Treatment of Boils as Reported in the Literature.

Dr. Arthur Compton, Capt., Royal Army Medical Corps, and Research Assistant, Pasteur Institute (in the *Lancet* for Jan. 19, 1918): A lieutenant, aged 40, had two angry-looking boils on his neck. Scars on the neck and scalp from previous boils were plainly visible. Culture yielded growths of *Staphylococcus aureus*. "After two days' treatment with STANNOXYL the tense feeling complained of in neck had practically gone and the condition was greatly improved, while two days later condition had quite cleared up. No return two months later. Patient only took in all some 20 comprimés (tablets) of STANNOXYL."

Dr. M. L. Hudelo (in the *Bulletins et Memoires de la Societe Medicale des Hopitaux de Paris* for May 25, 1917): The patient was a woman, aged 24, with a generalized furunculosis of one month's duration. After eight days of treatment with metallic tin and tin oxide, the spread of the furunculosis was arrested and all the elements of activity were either dry or in a state of retrogression. At the end of three weeks, there was a complete cure.

Dr. Phocas (in the *Bulletins et Memoires de la Societe de Chirurgie de Paris* for June 27, 1917): The patient was a man, aged 40, with a carbuncle on the neck. The temperature was 104° F. There was a pure culture of staphylococcus on gelatin. After fif-

---

teen days' treatment with the tin preparation, the culture was negative. From the very beginning of the treatment with tin, the pain was relieved.

### ***When STANNOXYL Should Be Used***

The following staphylococcic infections furnish the chief indications for treatment with STANNOXYL:

- (1) Boils.
- (2) Generalized furunculosis.
- (3) Prophylaxis against boils in diabetes mellitus.
- (4) Styes.
- (5) Pustular acne.
- (6) Suppurating wounds.
- (7) Chronic osteomyelitis.
- (8) Mixed infection of tuberculosis.
- (9) Abscess of the breast (combined with surgery, when necessary).

STANNOXYL is advertised only to physicians. It may be obtained at all leading prescription pharmacies.

*Manufactured in France by*  
LABORATORIES, ROBERT ET CARRIERE  
37, Rue de Bourgoyne, 37  
Paris

*Sole Agents for U. S. A.*

**The Anglo-French Drug Co.**  
1270 BROADWAY  
New York City

*Complete literature and samples upon request*

---

"And then a note form simply promises to pay a certain amount on a certain date. Kashall is a demand for payment, and you can readily understand the psychological effect.

"The effect is apt to be very much different from that which results from some collection agency's methods. We do not believe in the collection agency idea, and we think anyone will admit that our plan is somewhat different.

"A certain physician in an Eastern city is a consistent user of Kashall. His secretary claims that only a few of the debtors will sign the Kashalls, but that they will pay cash when she sends the Kashalls for signature! Why not? It shames the debtors into attending to the doctor's bill—and we don't care whether they use the Kashalls or not.

"You see, Kashall reverses the usual status between the debtor and creditor, for every other collection effort means a club, while the Kashall offer means cooperation. And human nature will always fall for that—if it is human, though a lot of it is not."

The letters which are used to put over the Kashall idea to a patient are interesting for their ingenious playing-up of the helpfulness to patient and the kindly attitude of the physician.

### The first letter reads:

Your account now indicates the need of cooperation in the matter of arranging settlement.

We are inclined to believe that you will favor the use of the two Kashall Checks tendered herewith.

You will note that they represent the total of your account, and it is suggested that you fill in the name of your bank and your signature and return them to this office to be accepted as payment.

The No. 1 Kashall will fall due, and will be deposited on July 7th. The No. 2 Kashall will fall due, and will be deposited on August 7th.

This will give you a further extension of the time you have taken and will assure this office of no further effort in the matter.

With much respect,

Very truly,

**T**HIS letter gets very satisfactory results on account of its unusual and fair appeal. Very often the patient replies with payment in full. This is due to the fact that the debtor is a little bit afraid of the Kashall Check. He has received the message of warning in the form of a favor and he is practically forced to answer with payment—unless he is too hard boiled.

If he pays no attention to this

(Turn to Page 44)



### Taurocol Tablets

In both kinds of our TAUROCOL Tablets

we use only the purified portion of the Nature Bile of the bovis family, and its two active salts, the Taurocholate and Glycocholate of Soda.

### Taurocol Compound Tablets

With Digestive Ferments and Nux Vomica

Samples for Clinical Purposes on Request

**THE PAUL PLESSNER CO.**

**Detroit, Mich.**



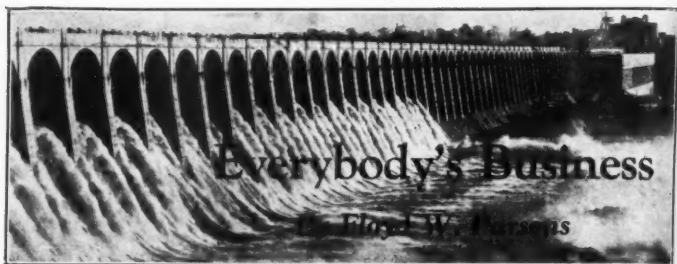
### CONTAINING

East India Sandalwood Oil.....	0.0616 c.c.
Haarlem Oil.....	0.1848 c.c.
Copaiba Oil.....	0.0616 c.c.

### DIRECTIONS:

Two Perles with or after each meal, as directed by the Physician.

For treatment of subacute and chronic inflammation of mucous membranes, especially of the urinary tract.



**A** WASTEFUL world will soon be depending upon its scrap heap for essential supplies. With population totals being compounded at the rate of one per cent or more a year, it is already evident that we must perpetuate our existence through chemical synthesis. While the present generation may not see atomic energy employed widely as an industrial raw material, there is no doubt that the near future will disclose synthetic rubber made from petroleum or some other cheap source such as the soy bean. Wood will be so valuable in the hands of the chemist that we will stop burning it for fuel, thereby increasing the market for coal a hundred million tons a year. Artificial stone, or other composition material will be cheaper and no less durable than natural rock, and the furnishings of our homes will be more largely of bakelite, artificial leather and artificial silk.

Tens of millions of dollars will be saved yearly by substituting non-corroding metal alloys for copper, lead, zinc, tin and antimony. Furniture that is fire-proof and resistant to decay will be made out of resinoids and other wood derivatives just as rayon, celluloid and artificial leather are now made.

And such developments are of today—not the distant future. It was only 25 years ago when a million acres in India were devoted entirely to the growing of indigo. Now the natural product

supplies only one per cent of the world's demand. Furthermore, the chemist is actually improving upon nature. Synthetic products like procaine have practically all the virtues of the natural drug and fewer of its deleterious effects. Man's substitute for cocaine is not habit forming, is cheaper and is less toxic.

It is these advances in the great field of chemistry that have turned our thoughts to the tremendous losses occurring on all sides. Taking business as a whole, the present ratio of waste is no less than 50 per cent. That is, our annual loss now amounts to more than 20,000,000 man-power. A half-ton of coal is left in the ground practically irrecoverable for every ton mined and sold. A like story might be told of oil, natural gas, lumber, metals, and even of animal life, particularly our fisheries.

**W**HILE it would be absurd to say that we can eliminate these losses entirely, we have a long way to go before we have cut out the waste that the technical arts already know how to prevent.

On the side of progress one might mention the millions of dollars saved by revisions of obsolete building codes; the 20 per cent increase in the ton-miles of freight handled per railroad employee; the improvements in shoe manufacture that allow the worker who produced 100 pairs of shoes 13 years ago now to



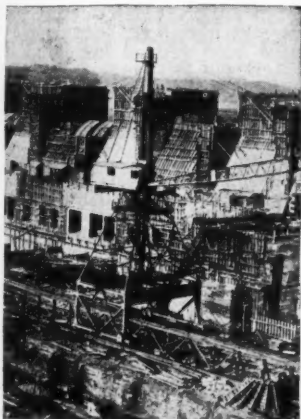
turn out 117 pairs in the same working time; the revolution in automobile manufacture that enables the worker to produce three cars where he only produced one; and the betterment in the cement industry that gives us 158 tons where we only got 100 tons before. There is even reason to believe that the terrific waste of the recurring business cycle has been lessened materially by our having made the dips in the business curve less frequent and less severe.

In simplification the results have been most encouraging. A chain system of drug stores cut its variety of commodities from 20,000 to 10,000, increasing the volume of business 40 per cent and the turnover of stock 70 per cent, while at the same time decreasing investment and inventory. A company operating hotels made a tremendous reduction in glassware styles, carpet designs, patterns of table linen and

ting his varieties in half. A shoe company reduced production costs 31 per cent, overhead 28 per cent and inventories 26 per cent when it reduced from three grades to one and from 2,500 styles to 100. A similar story comes from a hat manufacturer who effected a 40 per cent saving in cost by cutting his models from 3,412 to less than 600. Such facts explain how wages and profits can go up in some fields while prices have gone down.

But eventually there comes an end to the savings resulting from any special type of effort. When the slack has been taken up and the most obvious faults corrected, the increase in savings are sure to be at a far lower rate. It required only a few years to reduce the average consumption of

*Read Floyd Parson's monthly nuggets of economic philosophy and get a new viewpoint on the world, which is what most of us need.*



SAVING POWER WASTE AT MUSCLE SHOALS

dozens of other articles in common use and the outcome was an added profit of approximately \$100,000 a year. A food manufacturer doubled his sales by cut-

coal per kilowatt-hour in electrical generating plants to a third of what it was. But it would be folly to assume that such immense economies will continue unabated. In order to maintain our advance we must be forever directing our attention to opportunities in new quarters.

Our national bonfire costs us \$600,000,000 annually, and more American lives have been lost through fires since the World War ended than were lost in the war itself. During this short period we have burned up property having a total value almost equal to the national wealth

*(Turn the Page)*

of Belgium, which is a serious indictment in view of the fact that 90 per cent of all fires are preventable, the match of the careless smoker ranking first as a cause. Our fire cost is five dollars per person or 20 times that in Europe, and the premium payers of the insurance companies pass this loss on to the public, chiefly in higher rents.

**A**N evil that snuffs out 12,000 lives a year and causes injury to twice that many people is something to think about.

One of the least understood of all our problems is that of insect pests which cause us an annual loss of more than \$2,000,000,000. Ten per cent of everything raised on American farms is destroyed by insects. In the spruce forests of New York, Maine and eastern Canada, the yearly damage by insects is equivalent to the paper requirements of all our periodicals for two weeks. The boll weevil costs us tens of millions of dollars annually, while the Pandora moth, the crambus, the horn worm and thousands of other species of beetles, root-worms and moths ruin hundreds of thousands of acres of timber, tobacco, beans, potatoes, nuts, melons, vineyards and orchards. This yearly damage to crops nullifies the labor of nearly a million people.

Many have wondered why it has taken man tens of thousands of years to get a secure footing on the face of the earth. Is it not likely that our type of animal has been all but wiped out many times by the savage attacks of insect enemies? The tepeguas or black ants of Mexico have been known to move in such numbers that every living thing in their path—frogs, rodents and even snakes—was actually eaten

alive. A few months ago out in California millions of mice swarmed up out of the bed of Buena Vista Lake, over-running the country side, destroying crops invading homes and making the highways slippery with the remains of their mangled bodies. A sheep caught in a pen was killed by the rodents and its bones stripped of flesh. The Government lent aid and 50 miles of trenches were dug and partly filled with poisoned grain to stop the march of the mice. This defensive measure was effective and millions of the pest were killed. What would have happened in case of such an invasion two or three thousand years ago when there was no chemistry to support the efforts of man in his emergency?

The entomologist tells us frankly that insects are better fitted for existence upon the earth than is humankind. Their birth rate is tremendous, many species laying half a million eggs in a single batch. A microscopic organism known as the stylonchia has a birth rate so high that if it were not for the equally high death rate, this minute body would produce a mass larger than the earth in a week's time. Fifty years ago three rabbits were taken to Australia, and 40 years later 96,000,000 rabbit skins and 25,000,000 frozen rabbits were shipped back to Europe.

**T**HE problem is serious because our intensified farming methods and widespread transportation facilities have opened up new and greater opportunities for the spread of pests from region to region and continent to continent. Civilization in Africa is now blocked by the tsetse fly, and realty values in many parts

(Turn the Page)

The well known diuretic, cardiac tonic and vaso-dilator

# DIURETIN TABLETS

8 GRAINS EACH

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Established to interest honorable, ethical regularly licensed physicians and surgeons in plastic and esthetic surgery and to make available to them authentic information as to the possibilities and limitations of this surgery without exaggeration or equivocation.

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of the United States are held at a low level by the mosquito.

**T**HERE is practically no phase of life today untouched by waste in materials or motion. Hundreds of thousands of people are idle against their wills because of seasonal employment, strikes and lockouts, booms and depressions, preventable accidents and preventable sickness, excess and overloaded inventories, too great a variety of styles, too many retail stores, high-pressure salesmanship that overburdens the consumer with debts, and a lack of research coupled with the deliberate obstruction to better methods by those who refuse to discard obsolete machinery.

The field of business economy is one virgin with opportunities. Wooden structures all over our land are being destroyed by fungi notwithstanding that technical knowledge has disclosed simple measures to check the dry rot of woodwork. Decay is progressive and infectious. The fundamental rule of rot prevention is, "remove all diseased pieces at once." While such things as creosote should be used in the course of construction, they can be applied with excellent results even afterwards, and it is no exaggeration to say that a supply of creosote and a paint brush factory would save us tens of millions of dollars annually. Also the far wider use of insecticides would reduce na-

tional waste by many more millions.

The present loss of human energy in lines of effort that add nothing to the health, wealth and happiness of humanity is beyond estimation. An army of people are engaged in commercialized quackery. Some handle fake medicines, while others seek easy money through gambling, through fraudulent business promotion, and even through capitalizing the faith and fervor of religious sects. Then there are those who deal in the adulteration of goods, and who devote their time to the production of super-luxuries. All this must change; just now we are engaged in converting an idle military establishment into a useful adjunct to commerce and industry. These transformations, of course, will not come instantly, for they can only be realized through the slow processes of education and dire necessity.

**F**OLKS who are wise will go after the waste problem right now, securing the advantages that accrue to those who look ahead and prepare.

Floyd Parsons' next article will tell about traffic conditions in the United States, and how they can be improved.

---

## Dimazon Ointment

*(Has been accepted by the American Medical Association)*

The continuous use of our ointment, over a period of fourteen years, is based upon positive and often excellent results obtained in the treatment of those intractable cases of

**Eczema, Ulcus Cruris, Keratitis, Wounds, Burns, etc.**

Samples and clinical reports upon request.

**Heilkraft Medical Co.**

**Boston, Mass.**

---

## Quoting from the new book "Simplified Infant Feeding"

(THIRD EDITION)

By ROGER H. DENNETT, B.S., M.D.

Professor of Diseases of Children and Director of the Department in the New York Post-Graduate Medical School; Attending Physician in the Babies' Wards of the New York Post-Graduate Hospital; Consulting Pediatrician to the Victory Memorial Hospital, Brooklyn, The Passaic General Hospital, The New York Episcopal Orphans' Home and Asylum, etc., Fellow of The New York Academy of Medicine.

**"The Dietary Value of Gelatine"** has long been recognized although until now, the basic reasons have been somewhat clouded by varying theories. Among the recognized protective colloids, none has a higher degree of colloidal potency than edible gelatine. It has now been conclusively established that the value of edible gelatine in infant feeding is due to its colloidal action in emulsifying the milk curds, and to the presence (to the extent of 5.9) of lysine, an amino acid which promotes growth. Similarly protective colloids in the form of albumins and gelatine are of the highest importance in maintaining an emulsion of the fats which are ingested, and in that way preventing digestive disorders that would result from non-emulsification of the fat masses. Edible gelatine is the most important member of the group of colloids, the dietary importance of which is becoming more and more appreciated by all pediatricians and food authorities. Aside from this it is of itself the most easily digested of all proteins. Working on this basis it has been demonstrated that one of

the most valuable uses to which gelatine can be put is in combination with the milk formulas in the feeding of infants. It is of value to the infant in at least two ways. In the first place, because of its powerful colloidal action, gelatine causes the casein to curd in small soft, and easily digestible curds and thus prevents the formation of the hard, tough curds which so often cause digestive disturbances and are of more or less common occurrence in infants' stools.

Although gelatine may not in exceptional cases absolutely prevent the formation of curds, these indigestible masses will surely be reduced in size and softened in substance for easy digestion by the addition of a small amount of dissolved gelatine in the milk formula. Gelatine is of particular value in the diet of the growing child, because of its relatively high content of lysine, one of the amino acids necessary for growth.

"For infants three weeks to six months old add one-half teaspoonful of gelatine to the day's milk formula. For babies six months old and up add one teaspoonful of gelatine to the day's milk formula. First soak the gelatine for about ten minutes in one ounce of cold milk taken from the day's formula. Then add one ounce of hot milk from the day's formula. Stir until dissolved and add this solution to the full quantity of the day's formula, stirring until thoroughly mixed."

In prescribing gelatine, care should be exercised to specify Knox. It is a plain, pure gelatine, not flavored, colored or sweetened. It is made at neutrality or pH comparable to milk and blends perfectly with it. It is the purest form of gelatine.

# KNOX

SPARKLING  
GELATINE

"The Highest Quality for Health"

WRITE for our medical reports and booklets, discussing malnutrition, infant feeding, liquid and soft diets and other phases of gelatine's value to medicine.

Knox Gelatine Laboratories, 448 Knox Avenue, Johnstown, N. Y.

# The Doctor and His Investments

A Plan for the Diversification  
of \$100,000

By Malcolm Lay Hadden

*\$ Few people would have  
much difficulty scattering  
\$100,000, but how to scat-  
ter it so that it will come  
back again, with interest,  
\$ is not so easy.*

**T**WO YEARS ago *Barrons*, a prominent New York financial publication, offered a number of prizes for what its committee of investment experts should judge to be the best solution of the problem of diversification of securities for a widow with two children. This young woman was to receive shortly \$100,000 as the proceeds of a life insurance policy left by her husband.

The contest was open to all and somewhat over one thousand different papers were submitted. At the time this contest was conducted, stock prices were at higher levels than they had been in a great many years and, therefore, the various contestants for the prize gave substantial consideration to this fact in the selection of securities.

While there is no especial analogy in the conditions which surrounded the young widow in the prize contest and the position of the average doctor, either from a financial or social standpoint, nevertheless, the general plan of security selection which was followed by the various prize winners seemed to be of such a sound nature that we believe a



brief consideration of the principles followed will be of interest to the doctor.

At the outset it is of interest to note that of the various papers submitted in the contest there was a very close resemblance in the distribution of securities. The per cent of investment in bonds and stocks closely approximated each other in each of the three prize winning articles in that the former ranged between 60% and 66%, the latter making up the balance.

**N**ONE of the three prize winning papers included any preferred stocks whatsoever, issues of this latter type apparently having been regarded as undesirable in an account of this sort.

To illustrate how effectively Mr. Van Riper's investment plan has worked out since it was originally conceived, we have indicated for the benefit of our readers the selling prices which prevailed for the various securities on July 3, 1925, (the date when the contest started) and their selling prices as of July 15, 1927. The original investment amounted to approximately \$58,000 in bonds and about \$39,225 in common stocks. The market

value of the bonds has increased substantially, reflecting the strong bond market which has prevailed during the past years. The most striking appreciation, however, has taken place in the representative stock issues selected by Mr. Van Riper.

Inasmuch as the doctor would

undoubtedly be interested in learning in just what amounts and in which securities the hypothetical \$100,000 was invested by Mr. Walker Van Riper, the winner of the prize offered by *Barrons' Weekly* in 1925, we are submitting below his list of securities:—

## BONDS

		Price as of July 3, 1925	Price as of June 18, 1927
\$5,000.	Canada 10-Yr. 5½s '29.....	102¾	101¾
5,000.	Union Oil of Cal. 1st S.F. 5s '31.....	100½	101¾
5,000.	Niagara Falls Power 1st 5s '32.....	102¼	102
5,000.	Laclede Gas Lt. Ref. 5s '34.....	101	101½
5,000.	Pennsylvania Co. Coll. 3½s '37.....	86½	89
5,000.	Rio Grande Western 1st 4s '39.....	86¼	92
5,000.	St. P.M. & M. Pac. Ext. 4s '40.....	88¾	91
5,000.	General Electric Deb. 3½s '42.....	84½	92½
5,000.	Wash. Terminal 1st 3½s '45.....	79½	87
5,000.	N. Y. & Erie 1st Ext. 4s '47.....	89½	91
5,000.	Southern Pacific Coll. 4s '49.....	87½	92
5,000.	Kansas City So. 1st 3s '50.....	73½	74¾
5,000.	Mich. Cent. (Jackson) 1st Gold 3½s '51 .....	78	79

\$65,000. Total

(Turn the Page)

## Not a Mere Evacuant

Many remedies on the market today are effective in clearing out the intestinal tract, but the all-important property that makes Agarol\* so different from ordinary laxatives, is that its regular use gradually trains the bowels to act naturally and regularly within the usual evacuation period. This is the logical outcome of the physiologic character of its action.

The more familiar the practitioner becomes with Agarol, the more he will appreciate its outstanding merits.

\*A uniform, stable and perfectly homogenized emulsion of purest, high viscosity mineral oil with agar-agar and phenolphthalein (¼ of a grain to a teaspoonful).

# AGAROL

A liberal trial quantity free to physicians

**WILLIAM R. WARNER & CO., Inc.**

Manufacturing Pharmacutists since 1856

113-123 West 18th St., New York

## COMMON STOCKS

	Div. Rate (July 3, 1925)	Price	Div. Rate (July 15, 1927)	Price
35 American Car & Foundry.....	\$6.	103	6.	100
25 American Tel. & Tel.....	9.	140	9.	167
30 Atchison, Topeka & Sante Fe...	7.	119	*10.	186
20 Atlantic Coast Line.....	8.	162	* 8.50	200
25 Commonwealth Edison (Chicago)	8.	139	8.	153
40 Consolidated Gas Co. (New York)	5.	87 $\frac{1}{4}$	5.	104
30 New York Central.....	7.	116	8.	152
25 Pullman Company.....	8.	140 $\frac{1}{2}$	8.	184
20 United Fruit.....	10.	218	*5.50	338
25 Western Union.....	7.	136	8.	167
50 Westinghouse Elec. & Mfg.....	4.	71 $\frac{1}{2}$	4.	82

\* Including extra dividend.

x Figured as if stock split-up had not occurred.

Common stocks which had a market value of somewhat over \$39,000 on July 3, 1925, were valued at 49,210 on July 15, 1927.

The rate of appreciation therefore on the total investment in common shares was 25 $\frac{1}{2}$  per cent. At the same time the annual income from the stocks which on July 3, 1925, amounted to \$2190 was raised through increased dividend distributions to \$2420. The tabulation, furthermore, does not take into consideration stock rights issued to holders of Consolidated Gas common shares which at their highest selling level had a market value of somewhat over \$1755.

The features which stand out most prominently in the investment plan of Mr. Van Riper are: (1) The wide diversification of holdings, both from the standpoint of industry and type of security

and (2) The inclusion of so large a proportion of common stocks.

Many conservative investors will protest against stocks, declaring them to be too speculative for a widow. Mr. Kenneth S. Van Strum and Mr. Edgar I. Smith in recent studies of common stocks have convincingly shown, however, that in a well diversified list of common shares, even though there be substantial losses in both income and principal on specific stocks included in such a list, over a period of years the income has been fully as certain and the principal fully as secure as an investment in very high grade bonds. The studies of both of these men have also shown that in a period of declining commodity prices when profits are supposed to shrink and, therefore, the money value of common stocks, the common

(Turn to Page 46)

## THE TREATMENT OF SYPHILIS

is efficiently mastered by the GENERAL PRACTITIONER as well as by the specialist with

## MERCOFUM

Colloidal Mercury Vapor

the simplest and most effective ANTI-SYPHILITIC remedy.

## COUPON

Fumac Laboratories, 488-490 Sumner Ave., Brooklyn, N. Y.

Gentlemen: Please send me literature and case reports of Mercofum and details of trial order.

NAME: .....

ADDRESS: .....





## Efficiency and Simple Charm



"Allison furniture embodies every modern convenience and adds distinction to the office."

"Send for catalog of tables, chairs, stands, stools, etc."

"Sold by reliable dealers everywhere."

**W. D. ALLISON CO., Manufacturers**

903 NORTH ALABAMA ST.

INDIANAPOLIS, IND.

## "—and a dozen VIMS"

SAY it to your Surgical Instrument Dealer. He sells thousands of "VIM" Needles of Firth Stainless Steel to discriminating physicians who willingly pay a trifle more for needles that retain their sharp bright points and do not clog, corrode, nor rust. They will far surpass in endurance and satisfaction any hypodermic needle that you have ever used. The square hub identifies them. Hypo sizes, \$2.50 the dozen.

**MacGregor Instrument Co.**  
NEEDHAM, MASS.

"—and a dozen "VIMS"



# FINANCIAL DEPARTMENT



**I**NCREASING competition in both industry and finance have been the outstanding characteristics of general business during the first six months of 1927. The volume of industrial output has been large in most lines, with indications here and there, however, of unevenness which reflect the presence of some retarding influences. The latest figures available covering electric power consumption and bank clearings indicate production and trade to be still running at record breaking levels, although the recent falling off in steel activity to somewhat lower levels than a year ago and a moderate decline in railway shipments give evidence of recessions in some quarters which are not entirely of a seasonal nature.

Industrial output has, in fact, exceeded current demand in some lines. As a result the general trend of commodity prices has been downward, and industrial and commercial competition has been quite keen. It has been the experience of many manufacturers, jobbers and wholesalers, that an exceptionally large volume of transactions was re-

quired to make possible even a moderate profit.

In the face of these conditions employers of labor have made

some reductions in working forces, and this, combined with the declines in commodity prices, has resulted in a reduction of the amount of money in circulation. In every month up to July, the current needs of commerce have required decreasing amounts of money, and meanwhile large sums of gold have been sent here from abroad. The combined effect of these factors has been to increase the available credit supply, with the result that during the first six months of 1927

we have experienced an unusual competition for employment by capital.

This competition of capital has been most evident in the security markets. The volume of transactions recorded on the New York Stock Exchange has exceeded all previous records, despite the fact that an unusually active bull market has been in progress for almost three years. Moreover during the past seven months the volume of new securities floated has been far

---

Competition increasing in both industry and finance...

Slight decline in steel activity and rail shipments...

Average production a little ahead of current demand... result—prices of commodities headed down-grade...

Ample credit supply... New York Stock Exchange busy...

Unprecedented volume of securities floated...

Building construction keeps on...

Who sees any clouds on the financial horizon?

---

greater than in any previous similar period. Another effect of the great credit supply has been to assist the booms in building construction and real estate speculation that were thought by many to have already been overdone.

While it is not within the province of this department to venture forecasts regarding future business developments, nevertheless it might be stated that a great many business men and bankers who endeavor to keep themselves informed on financial and industrial conditions feel that there will be no important changes in the present business situation during the rest of this year.

The financial horizon, in other words, seems comparatively cloudless for a few months ahead, at least. There is no indication that 1927 will see an end to our season of prosperity.

*(Turn the Page)*

## Phosphorcin

A  
**"NO SUGAR"**  
RECONSTRUCTIVE  
FOR DIABETICS

A  
**"NO ALCOHOL"**  
PREPARATION  
where alcohol is contra-  
indicated

Exceptional Assimilability

Sample on Request

**EIMER & AMEND**  
Third Avenue and 18th Street, New York

# YOUR MONEY

## How Will You Invest It?

**Before you decide—read our booklet:**

***"An Investor's Catechism"***

which has been read by thousands of business executives and physicians. We shall be glad to send you a copy without obligation. Simply mail the coupon.

**Use This Coupon**

### LAWYERS MORTGAGE CO.

R. M. HURD, President

**Capital and Surplus \$17,000,000**

56 Nassau St., New York

184 Montague St., Brooklyn

Jamaica

Mt. Vernon

Send me "An Investor's Catechism," without obligation.

Name .....

Address .....

M.E.

## Financial Questions and Answers

**I** SHOULD appreciate very much your listing for me a number of seasoned railroad common stocks whose yields at current quotations exceed 5 per cent. Due to the low return which is made by high grade bonds under present market conditions I have felt that the inclusion of a diversified number of stocks of this type might consecutively be added to my present holdings. In selecting these stocks for me will you indicate present prices and also dividend rates.

J. L. J.

**D**UE to the high levels which currently prevail for railroad stocks we are somewhat reluctant to suggest issues of this type, but if you are prepared to disregard minor fluctuations we see no reason why you should not include any or all of the following railroad common stocks in your list. All of the stocks submitted are representative shares in large and important corporations whose records of earnings and dividend payments in the past have been such as to justify confidence regarding their outlook for the future.

We are indicating for your information the direct yield which these various securities return at their present selling prices and

their current rate of dividend. Union Pacific common sells currently at about 178 at which price it yields a direct return of 5.6% on the basis of a \$10 annual dividend; Atchison Topeka & Santa Fe common sells currently at about 186 at which price it yields a direct return of 5.38% on the basis of a \$10 annual dividend; Canadian Pacific common sells currently about 183 at which price it yields a direct return of 5.45% on the basis of a \$10 annual dividend; Illinois Central common sells currently at about 134 at which price it yields a direct return of 5.22% on the basis of a \$7 dividend; Southern Pacific common sells currently at about 120 at which price it yields a direct return of 5.00% on the basis of a \$6 annual dividend; Pennsylvania common sells currently at about 65 at which price it yields a direct return of 5.38 on the basis of a \$3.50 annual dividend.

\$ \$ \$ \$

The Financial Editor will carefully consider every request for investment advice, and give a conservative, practical answer. Before signing that investment check, ask the Financial Editor to check up!

\$ \$ \$ \$

### "It May Be True"

said the practical doctor, "that uric acid is not the prominent factor we used to regard it in the production of many diseased conditions. But I do know this—

## THIALION

is a powerful and mighty dependable agent to prescribe in rheumatism, gouty conditions, biliousness, hepatic torpor, constipation, gravel and wherever there is evidence of acidemia or decreased alkalinity.

THIALION acts promptly, it is well tolerated by the stomach and it brings results. All that is necessary to appreciate THIALION is to try THIALION."

Sample and Literature on Request

VASS CHEMICAL CO.  
DANBURY, CONN.

# RADON

(Has same effect as radium)  
in  
PLATINUM . GOLD  
GLASS Seeds  
and  
STANDARD SIZE  
NEEDLES and TUBES

Quick Delivery to all parts of  
United States and Canada

STANDARD  
CHEMICAL COMPANY  
(Radium Chemical Company)

No. 1 East Forty-second Street  
New York City

Send for detailed information

PHYSICIANS  
*are prescribing*

HALEY'S

# M - O

## Magnesia-Oil

PAT. JULY 12, 1920

An Emulsion of  
Milk of Magnesia and  
Pure Mineral Oil

Formula

Each Tablespoonful Contains  
Magma Mag. (U. S. P.)  $\frac{3}{4}$  i i  
Petrolat. Liq. (U. S. P.)  $\frac{3}{4}$  i

Made only by  
THE HALEY M-O COMPANY  
GENEVA, N. Y., U. S. A.

Fully Protected by Trade Marks and Copyright

At all Druggists  
Physician's sample on request



THE STANDARD  
**LOESER'S INTRAVENOUS SOLUTIONS**  
CERTIFIED

## HAY FEVER and ASTHMA

Loeser's Intravenous Solution  
of  
Sodium Iodide

20 cc. contain 2 Grams (31 grains) Sodium Iodide U. S. P.  
10 cc. contain 1 Gram (15 grains) Sodium Iodide U. S. P.  
Chemically and biologically standardized. Ready to inject.

For the treatment of Asthma, Hay Fever, Bronchitis, Pneumonia, Arteriosclerosis, Hypertension, Nephritis, the Sequelae of Gonorrhea and Chronic Infections.

Send for literature and the Journal of Intravenous Therapy.

### LOESER LABORATORY

[NEW YORK INTRAVENOUS LABORATORY]

New Location: 22 WEST 26th STREET, NEW YORK, N. Y.

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

## PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, DeEmetinized Ipecac and Prunes.

\* \* \* \* \*

When the heart has been weakened from prolonged overwork and strain,

## CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

### Samples to Physicians Only

.....  
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Prunoids.

(..) Cactina Pillets.

**Sultan Drug Company**

St. Louis, Mo.

## Playing Up the Installment Plan in Collections

Continued from Page 29

letter, each written to cover several phases of credit, then the doctor has every right to assume that strenuous methods must be resorted to in an attempt to recover—and the sooner the doctor knows this the better protected he is for final action.

**I**F the first letter fails to get action this one is used:

In offering you the use of the Kashall Check as a means to close your account with this office, it was thought that you would immediately recognize the fair appeal and accept at once.

Will you not kindly indicate by immediate return mail your exact intention in this matter?

Very truly,

Another letter to cover a different phase of the physician's collections is this:

The Secretary has just reported your continued neglect of the statements sent you each month.

Matters of this kind are necessarily avoided by me and I am expecting to place full responsibility on some one else.

The status of your account can now easily drift into an embarrassing situation if the fault is not corrected at once; so, I am enclosing a series of Kashall Checks for your consideration. You will note that they divide the amount of your account into three equal payments, on dates suggested for your easy anticipation.

No. 1 will fall due, and be deposited, on July 7th. No. 2 will fall due and be deposited, on August 7th, and No. 3 will fall due, and be deposited, on September 7th.

You simply fill in the name of your bank and your signature, returning the Kashalls to this office for credit and use on the several dates indicated.

Trusting that you will accept this proposal as a further extension of the time you have taken.

Very truly,

August, 1927

MEDICAL ECONOMICS

45

This is followed up by a short letter to this effect:

It is necessary for this office to be acquainted with your exact intention regarding settlement of your account, as I am not in position to engage in an extended series of pleas for your consideration.

Very truly,

Still another tactfully phrased note for use with this system is the following:

The entire energy I put in my profession is intended for the welfare of my patients, and I am finding it unfair to the service it is my purpose to render when a patient continually overlooks the financial reward I have a right to expect.

With a view of avoiding an unsatisfactory financial phase to our relationship, I am tendering you the use of several Kashall Checks, which will assure me of payment on a series of extended dates.

You will note that No. 1 will fall due for deposit on July, 7th, and No. 2 on August 7th.

You simply fill in the name of your bank, and signature, and return the Kashalls to this office for credit. They will then be held on file until their respective due-dates.

Believing this offer to be one of full cooperation and fair appeal, I beg to remain,

Very truly,

Then comes the severe follow-up:

I am wondering if your lack of attention to my letter regarding your account is intended as an invitation to introduce a forced effort to recover the amount due!

If you do not send immediate assurance I will feel justified in protecting my accounts in your case.

Very truly,

**T**HIS system does not, of course, entirely supplant the collection agency. It must be decided by the physician himself just how far he can substitute the one for the other.

Anything which promises better collections for the physician, with less effort on his part, is certainly entitled to full consideration, which is simply another way of saying "here's a good idea—look it over!"

TRADE  
MARK  
REG.

**STORM**

TRADE  
MARK  
REG.

## Binder and Abdominal Supporter



### Lifts and Holds

For Ptosis, Hernia, Pregnancy, Obesity, Relaxed Sacro-Iliac Articulations, Floating Kidney, High and Low Operations,—for any condition calling for abdominal support.

Every Storm Supporter is made to order, a doctor's work for doctors.

Supporter is made and mailed within 24 hours after order is received in this office.

We will gladly send descriptive literature and samples of materials with full information as to results attainable, with order blanks explaining measurements.

**Katherine L. Storm, M.D.**  
Originator, Owner and Maker  
1701 Diamond St., Philadelphia

## The Doctor and His Investments

(Continued from Page 38)

### Financial Terms Defined

#### Common Stock Rights—

When a corporation has occasion to bring out a new stock issue, the privilege may be given to the stockholders, as of record at the time, to subscribe for the new stock at a price less than the existing market quotations of the old stock. The number of shares of new stock to which one may subscribe depends upon the number of original shares which he owns.

The privilege to subscribe for each new share is one "right". It is used in the plural when two or more shares may be subscribed for. Such a privilege generally has a value—the value largely depending, of course, upon the price at which the original stock is selling in the market—and if the stockholder does not wish to avail himself of it, he can usually sell the "rights" to subscribe in his stead to some other party. "Rights" are dealt in much the same as other securities.

stocks of the larger corporations have done practically as well as bonds.

The principle involved in the inclusion of common stocks lies in the fact that the stocks of large and important and conservatively managed companies tend constantly to increase in value through the reinvestment of undistributed earnings in the business.

It would be well for the doctor to consider very carefully the importance of the companies

whose common stocks were included in Mr. Van Riper's list. It will be noted that in every case they were representative companies with long records of dividend payments and that they were all companies whose prospects for future development were unlimited. The factors of sound management, size and the possibilities for future growth cannot be emphasized too much where one contemplates an investment in a common stock issue.

(Turn the Page)

# ANGOSTURA

Dr. SIEGERT'S  
(Elix. Ang. Amari Sgt.)

As a vehicle for masking obnoxious drugs. As an agent for stimulating metabolism.

Send for Sample

J. W. WUPPERMANN

Promotion Department

14 East 46th Street, New York, N. Y.



**Simplicity  
Accuracy  
Reliability**

Backed by three generations of practical experience in Artificial Limbs.

**A. A. MARKS, Inc.**  
90 Fifth Ave.  
New York City



*Inspiring the confidence of doctor and patient alike*

# LISTERINE

LISTERINE TOOTH PASTE  
LISTERINE THROAT TABLETS

LAMBERT PHARMACAL COMPANY • ST. LOUIS, U. S. A.

**R<sub>x</sub>**

If you are not already familiar with Feen-a-mint, let us mail you a supply. No obligation is assumed. Request upon prescription blank or professional stationery will bring prompt response.

Medical Division  
HEALTH  
PRODUCTS  
CORPORATION  
113 North 13th St.,  
Newark, N. J.

## No Shotgun

No complicated or involved formula conditions the mild, simple action of Feen-a-mint. Its standardized doses of phenolphthalein (yellow) enable the careful practitioner to gauge, promptly and exactly, the effectiveness of the remedy and his patient's reaction to it.

U.S. PAT. 1,907,000  
**Feen-a-mint**  
*The Chewing LAXATIVE*

In closing, we wish to direct attention to the fact that, while this plan of Mr. Van Riper has worked out so successfully during the present strong stock market, nevertheless, many investors question the advisability of making investments in common stock issues at this time. The stock market is very much higher

today than it was in 1925. The principles of including common stocks in a plan of investment, however, appear to be thoroughly sound, and under more favorable stock market conditions we see no reason why our reader might not work out such a plan for himself.

## HE DIDN'T HAVE TO ANSWER

Reported by Lawyer Hayward



**A** DOCTOR was being sued by a former patient in a malpractice suit; the doctor had testified that his treatment had been proper, and the patient's lawyer began his cross-examination.

"Did you render a bill for these services?" the attorney asked.

"I object," the doctor's lawyer interposed.

"Did you at any time ever demand pay for these services?" was the next question.

"I object again, Your Honor," the doctor's lawyer announced. "Whether we did or did not demand pay has nothing to do with the question of negligence that is in issue here."

And the New York Courts ruled in the doctor's favor on this point in the case of *Baird vs. Gillett*, 47 N. Y. 186.

1867

## Appreciation

1927

*Sixty years ago, Doctor Wm. R. Hayden introduced to his colleagues, a compound evolved after years of research and clinical test, which is familiar to physicians of to-day, as*

### Hayden's Viburnum Compound

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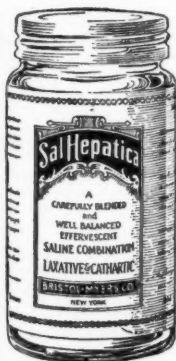
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## Practice-Building Offices

(Continued from Page 20)

which naturally results from the convenience his equipment brings him.

And from this added pride and efficiency grows better service to patients, and increased practice. A prominent physician said, referring to a complete revision of his office equipment, "My practice has increased one hundred per cent".

This is of course an excellent state of affairs for the physician in question, from a financial point of view. But vastly more important is the benefit to his community, for he has doubled his service. His community has a better doctor serving them, a physician who has eliminated much of his formerly wasted efficiency.

But just what is meant by a well-equipped office? Where are examples?

The examples will appear presently. MEDICAL ECONOMICS has, with the cooperation of progressive surgical instrument dealers the country over, gathered a collection of photographs of typical, well-equipped offices. These photographs are practical examples of how physicians can, and should, invest in a suitable background for their training and abilities.

The three offices illustrated in this article are selected from this collection.

They are not published with the intention of setting up an ideal, or model. Rather their purpose is purely to suggest. It would be obviously impossible to set up any one standard type of office, either for general or specialty practice, but by publishing a series of typical well-equipped offices, MEDICAL ECONOMICS feels that it can provide many useful and practical suggestions.

MEDICAL ECONOMICS has tried to find out the approximate cost of equipping each office illustrated, but has not always been successful. Nevertheless, enough of the photographs in the collection have the approximate prices appended to serve the purpose.

Selected illustrations from this collection will be published from time to time in MEDICAL ECONOMICS, and finally the best examples in the collection will be made up in the form of an album and placed in the hands of a number of surgical instrument dealers throughout the country.

As a matter of policy names will not be published.

MEDICAL ECONOMICS especially wants to thank the various surgical instrument dealers who have cooperated in the formation of this collection. But for them, it would have been impossible to obtain such a comprehensive assortment of illustrations.

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**Brief Handbook of Gynecological Practice:** A concise, illustrated booklet published by the makers of the Marvel whirling spray syringe. Their address is The Marvel Company, 25 West 45th St., New York.



**Feeding the Child for Health:** A really informative book of 32 pages, with a fund of menus and recipes for the child's diet. Write the California Fruit Growers Exchange, Los Angeles, California.

\* \* \*

**Diabetes Mellitus:** What it is, its history, its cause, and treatment, all reviewed in an 80-page booklet containing dietary hints and tables of food values. Write the Waukesha Dietetic Institute, Waukesha, Wis.

\* \* \*

**Information for Physicians:** A little leather-covered pocket handbook, published by the makers of S.M.A. and containing some helpful dietary information. Write the Laboratory Products Co., Cleveland, Ohio.

\* \* \*

**Stop That Scare:** Something decidedly new and optimistic in the way of tooth-paste literature, and *well* worth reading! Write the Antidolor Mfg. Co., Springville, Erie Co., N. Y.

**The Intestinal Flora:** Covering an interesting array of subjects, such as, "What is the intestinal flora"—"Why the flora needs changing"—"The Lacto-Dextrin method"—"AntiToxic Diet Bills of Fare." 32 pages long, and offered by the Battle Creek Food Company, Battle Creek, Mich.

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**Interesting Facts About Aznoe's:** What happens when you enter "the door of opportunity," or an interesting review of a nurse's registry and national physicians' exchange. Write Aznoe's, 30 North Michigan, Chicago.

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**Vita Glass:** This is the new glass we've been hearing so much about, glass that transmits ultraviolet rays, described in a 16-page, illustrated booklet. Incidentally the booklet gives some pretty impressive clinical data on the use of Vita Glass in school rooms and hospitals. Write the Vitaglass Corporation, 50 E. 42nd Street, New York.



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*(Turn the Page)*

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3. As a general tonic to offset the excessive waste of natural energies and reserve strength resulting from the exertion of the strenuous vacation days of modern life.

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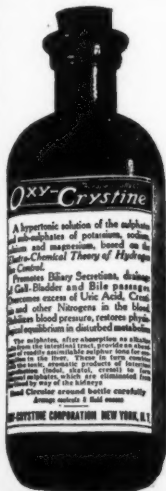
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which is neither a mere "saline laxative"  
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**Studies of Edible Gelatine in the Dietary:** This is in two sections and our candid advice is to ask for both. The address is Knox Gelatine, Johnstown, N. Y.

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**Iodotherapy Based on a New Preparation:** An illustrated reprint of a paper by Novack, distributed by Colloidal Laboratories, 507 Bankers Trust Building, Philadelphia, Pa.

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